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Franklin Simon & Co.

A Store of Individual Shops

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SUMMER SPORT APPAREL

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Distinctive new models for riding, golf, tennis and other outdoor sports

No. 8—Palm Beach Cloth Riding Habits with new model sleeveless flared coat, polo breeches reinforced with self material. Women's sizes 32 to 44; Misses' 14 to 20 years.

22.50

White China Silk Sport Shirts, as illustrated on figures 8 and 10, mannish tailored model with flat pointed collar, pocket and French cuffs. Sizes 32 to 44.

5.75

No. 10—Sleeveless Sport Jackets, ideal for golf or tennis; of wool Jersey in white, black, maize, purple, mauve, green or American Beauty; loosely belted model with large patch pockets. Women's sizes 32 to 44. Misses' 14 to 20 years.

12.75

No. 10—White Cotton Gabardine Skirts, gathered top, tailor stitched rounded pockets and wide belt trimmed with hand crochet buttons. Waist 24 to 32; length 34 to 42.

6.75

No. 8—Natural Leghorn Sailor Hat

5.75

No. 10—Felt Sport Hat in white or colors.

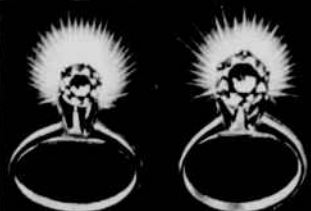
7.95

No. 8—Riding Boots of black or tan Russia calf.

16.00

No. 10—Sport Oxfords of white rhinoceros cloth, white rubber soles and heels.

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B Grade—\$200 Perfect—\$204
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1/2 ct.—\$25.00 2 ct.—\$35.50
1 ct.—\$28.00

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1/2 ct.—\$36.50 2 ct.—\$45.00
1 ct.—\$39.00

No. 132, Hand carved shank instead of diamonds—
1/4 ct.—\$24.00 1 1/4 ct.—\$32.75
1/2 ct.—\$26.50 2 ct.—\$36.50
1 ct.—\$29.00

No. 133, Platinum setting with 14k yellow gold shank—
1/4 ct.—\$17.00 1 1/4 ct.—\$25.75
1/2 ct.—\$19.00 2 ct.—\$28.50
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YOU are invited to inspect, inside and outside, a work of art. We refer to a remarkable store, new in fact but antique in manner and seeming, the Columbia Grafonola Store at 411 Fifth Avenue, to be opened on Monday, July 9th.

It is a place reminiscent of Jacobean times in old England, oaken paneled and tranquil with the patina of time's hand. It has been created with a specific appropriate purpose. That purpose is, first, to house and display Columbia Grafonolas of antique period design, and, second, to provide a beautiful place for those who prefer to shop on Fifth Ave-

nue for their Columbia Grafonolas of any style, as well as liking to hear the latest Columbia Records under such agreeable circumstances as this store provides. Both the antique store and the rare merchandise discoverable there have a fine, remote charm, and are things rich with recompense for those who make the trip to see them.



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COLUMBIA GRAFONOLA IN THE EARLY ENGLISH STYLE

Columbia Grafonola

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